

WHAT IS CLAIMED IS:

- 1 1. An article for association with a motor vehicle, comprising:
2 a base;
3 a plurality of inserts received in the base, each insert having
4 at least two characteristics;
5 wherein the at least two characteristics of each insert causes
6 the plurality of inserts to form a substantially unique article profile.
- 1 2. The article of Claim 1, wherein one characteristic is a color.
- 1 3. The article of Claim 2, wherein the color is associated with
2 available colors from a manufacturer of the motor vehicle.
- 1 4. The article of Claim 1, wherein each insert has a footprint
2 that is different from the other inserts.
- 1 5. The article of Claim 4, wherein the footprint is correlated to a
2 portion of the motor vehicle.
- 1 6. The article of Claim 1, wherein one characteristic is a surface
2 profile.
- 1 7. The article of Claim 6, wherein the surface profile is at least
2 one of flat, concave, and convex.
- 1 8. The article of Claim 1, wherein at least one insert is provided
2 with indicia.
- 1 9. The article of Claim 8, wherein the indicia is associated with
2 a number of motor vehicles purchased.

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1 10. The article of Claim 1, wherein the base is configured to be
2 attached to a support structure.

1 11. The article of Claim 10, wherein the base is configured to
2 receive a fastening member.

1 12. The article of Claim 10, wherein the support structure is a
2 vehicle grille.

1 13. The article of Claim 1, wherein one characteristic is material.

1 14. The article of Claim 1, wherein the article is a medallion.

1 15. A set of articles for association with motor vehicles, the set
2 of articles comprising:

3 a set of bases, each base being associated with each article;
4 sets of inserts, each set of inserts having a plurality of
5 individual inserts, each insert having at least two characteristics, wherein
6 a set of inserts is associated with each base and being received in the
7 base;

8 wherein the at least two characteristics of each insert of the
9 set of inserts associated with each base forms an article profile;

10 wherein each article profile is substantially unique.

1 16. The set of articles of Claim 15, wherein one characteristic of
2 each insert of a set of inserts is a color.

1 17. The set of articles of Claim 15, wherein each insert of a set
2 of inserts has a foot print that is different from the other inserts in the set
3 of inserts.

1 18. The set of articles of Claim 17, wherein the foot print is
2 correlated to a portion of the motor vehicle.

1 19. The set of articles of Claim 15, wherein one characteristic of
2 each insert of a set of inserts is a surface profile.

1 20. The set of articles of Claim 19, wherein the surface profile is
2 at least one of flat, concave, and convex.

1 21. The set of articles of Claim 15, wherein at least one insert of
2 a set of inserts is provided with indicia.

1 22. The set of articles of Claim 21, wherein the indicia is
2 associated with a number of motor vehicles purchased.

1 23. The set of articles of Claim 15, wherein each base is
2 configured to be attached to a support structure.

1 24. The set of articles of Claim 23, wherein the support structure
2 is a vehicle grille.

1 25. The set of articles of Claim 23, wherein the base further
2 includes a slot.

1 26. The set of articles of Claim 15, wherein each article is a
2 medallion.

1 27. The set of articles of Claim 15, wherein one characteristic of
2 each insert of a set of inserts is a material.

1 28. An article prepared by a process comprising:
2 generating an article profile;
3 associating the article profile with selected information;

4 generating assembly instructions from the article profile.

1 29. The article prepared by the process of Claim 28, wherein the
2 article profile comprises surface profile characteristics for a set of inserts,
3 wherein the set of inserts are associated with the article.

1 30. The article prepared by the process of Claim 29, wherein the
2 surface profile characteristics include at least one of flat, concave, and
3 convex.

1 31. The article prepared by the process of Claim 28, wherein the
2 article profile comprises color characteristics for a set of inserts, wherein
3 the set of inserts are associated with the article.

1 32. The article prepared by the process of Claim 31, wherein the
2 article profile includes surface profile characteristics for the set of inserts.

1 33. The article prepared by the process of Claim 32, wherein the
2 surface profile characteristics include flat, concave, and convex.

1 34. The article prepared by the process of Claim 28, wherein the
2 article profile comprises material characteristics for a set of inserts,
3 wherein the set of inserts are associated with the article.

1 35. A process of manufacturing an article for association with a
2 customer profile, the process comprising:
3 generating an article profile;
4 associating the article profile with selected information;
5 generating assembly instructions for the article from the
6 article profile.

1 36. The method of Claim 35, further comprising assembling the
2 article in accordance with the assembly instructions.

1 37. The method of Claim 35, further comprising delivering the
2 article.

1 38. The method of Claim 35, wherein the selected information is
2 consumer information profile.

1 39. The method of Claim 38, wherein the consumer information
2 profile further comprises at least one of sales information, purchaser
3 name, purchaser address, number of vehicles purchased, vehicle
4 identification number (VIN), date of purchase, and model purchased.

1 40. The method of Claim 35, wherein the article profile is
2 substantially unique with respect to other article profiles.

1 41. The method of Claim 40, wherein the article profile includes
2 information relating to a set of inserts associated with the article.

1 42. The method of Claim 41, wherein the information relating to
2 a set of inserts associated with the article further comprises at least one
3 of insert shape, insert surface profile, insert color, insert surface finish,
4 and insert material.

1 43. The method of Claim 35, wherein the article profile includes
2 information relating to a set of inserts associated with the article.

1 44. The method of Claim 43, wherein the information relating to
2 a set of inserts associated with the article further comprises at least one
3 of insert shape, insert surface profile, insert color, insert surface finish,
4 and insert material.

1 45. The method of Claim 35, wherein the selected information is
2 a serial number list.

1 46. A method of recognizing customer loyalty, the method
2 comprising:
3 receiving a customer profile;
4 generating a substantially unique article profile;
5 associating the substantially unique article profile with the
6 customer profile.

1 47. The method of Claim 46, further comprising assembling an
2 article in accordance with the substantially unique article profile.

1 48. The method of Claim 46, further comprising generating a
2 serial number list for association with a set of substantially unique article
3 profiles, and associating the customer profile with the serial number list.

1 49. The method of Claim 46, further comprising generating a set
2 of substantially unique article profiles.

1 50. The method of Claim 49, further comprising generating a
2 serial number list.

1 51. The method of Claim 50, further comprising associating the
2 set of substantially unique article profiles with the serial number list.

1 52. The method of Claim 51, further comprising associating the
2 customer profile with a selected serial number from the serial number list.

1 53. The method of Claim 52, wherein the customer profile
2 further comprises at least one of sales information, purchaser name,
3 purchaser address, number of vehicles purchased, vehicle identification
4 number (VIN), date of purchase, and model purchased.

1 54. The method of Claim 51, wherein the information relating to
2 a set of inserts associated with the article further comprises at least one
3 of insert shape, insert surface profile, insert color, insert surface finish,
4 and insert material.

1 55. The method of Claim 51, further comprising associating the
2 customer profile with a selected serial number from the serial number list.

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